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SPECIALTIES

Cucumber
Muskmelon
Watermelon
Squash
Pumpkin, etc.

Lawrence Robinson & Sons

INCORPORATED
GROWERS OF
CALIFORNIA & COLORADO SEEDS

BALTIMORE, MD.
108 Custom House Ave.

OMAHA, NEBR.
12th and Jones Sts.

Cable Address
"Robandsons"
All Codes

Rocky Ford, Colo.
JOHN A. ROBINSON
Manager

Modesto, California August 1, 1938

--CALIFORNIA GROWN WATERMELON SEED--

Lawrence Robinson & Sons, Inc. give no warranty, express or implied, as to description, quality, productiveness or any other matter of any seeds sold by them and they will not be in any way responsible for the crop.

It is our opinion we are producing, by far, the finest watermelon seed in America. If there ever was a section that could be called the natural home of the watermelon it is the central valleys of California. Favorable soil, moisture and all other factors are here to a remarkable extent.

In about 1916 the writer became dissatisfied with the usual areas for seed growing. It seemed as though always something occurred to make watermelon seed production unsatisfactory; if it was not germination trouble, it was careless production, poor appearance of the seed or something.

About that year a trial acreage was grown near Modesto of Halbert Honey. The crop produced a remarkable quantity of seed that germinated about 100% and further there was no decline in vitality even after several years. It can be imagined that seed production instantaneously became popular, farmers liked the crop, yields were three times, even four times what the writer had previously had.

In the central valleys of California we, first of all, secure ample isolation. We can have miles of separation; second, a very important angle, we can guarantee no melons are shipped commercially. Third, our California ranchers are certainly "seed conscious"----they are well educated to the various factors entering into watermelon seed production, as well as other seeds, and give their acreage a care and attention that is lacking in some previously tried areas.

Last but not least, one can say almost truthfully we have no germination troubles. At least such troubles are at an absolute minimum. The writer has known of some lots of watermelon seed that tested 98% after ten years.

If you are or have been dissatisfied in the slightest with your present source of seed try us. We have under production today a splendid acreage of nearly all varieties, Dixie Queen, Early Kansas, Early Canada, Klockley Sweet R6, in fact all worth while varieties.

It is generally conceded our seed will produce earlier melons than southern grown seed; we have heard however, based on we don't know what, that our seed does not produce as large melons. We cannot believe that report; if watermelons will grow any larger or any better any place in America, we have yet to hear about such a place.

We therefore guarantee more than ample isolation, no commercial picking, no germination troubles even on carry over seed and a purity second to none.

It is our hope that through fair prices we can establish watermelon seed on a quality basis, such as our other seed production. We admit low prices are discouraging but if you want the finest melon seed grown, use ours. We are in at least weekly contact with our acreage, all crops well rogued---and we supply new crop bright high germinating seed.

Respectfully,

LAWRENCE ROBINSON & SONS

P.S. Our personnel has had 25 or more years experience in producing the Cucurbits. ALL cantaloupe and cucumber seed is Rocky Ford

THE UNIVERSITY OF CHICAGO

CHICAGO, ILLINOIS

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